

CENTRAL INTELLIGENCE AGENCY

INFORMATION REPORT

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SECURITY INFORMATION

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COUNTRY	Poland	REPORT NO.	
SUBJECT	Press Circulation	DATE DISTR.	12 June 1953
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1. Poland is remarkable among the satellite states for the rapid development of the press. The government favors expansion of the native press though it gives the best facilities to the spread of the Soviet newspapers. There are now 220 Soviet newspapers and other periodicals circulating 700,000 copies in all throughout Poland. The Soviet-Polish weekly Przyjazn (Friendship) has a press run of 360,000.
2. The expansion can be seen from comparison of 1939 and 1952 figures. In 1939 dailies and other periodicals had a circulation of 2,300,000 copies, of which only 400,000 were for the provinces. In 1952 total circulation was 16,230,000 copies, of which 5,200,000 reached rural areas. There are now three special agricultural journals, Gromada (Village), Chlopska Droga (Peasant Road), and Rolnik Polski (Polish Agriculturalist), with a total circulation of 2,000,000. Circulation is handled by the nationalized enterprise, Ruch. There is a special effort to reach the peasants.
3. The juvenile press should also be mentioned. Sztandar Mlodych (Standard of Youth) prints 700,000 copies, and Iskierki-Swierszyk, a weekly for children, prints 500,000. The Catholic press circulates from 700,000 to 800,000. The strictly Communist press has a circulation of 2,000,000. The woman's weekly Przyjaciolka has a circulation of 2,300,000.

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